

Abstract

Marketing product has important role in all companies and that can't be opposed if we connect to the cellular telecommunication company especially.

To raise that goal of marketing product we need a Decision Support Systems of marketing product specially to support the role marketing product from the central to the branch of company.

In this event we have to build up a Decision Support Systems of marketing product to support the job desk of the branch, and this action also simply will increase the quality decision that made by.

The method that use to analyse this case is PCA (Paired Comparison Analysis), and the system will be implemented with php and mysql as database.

Satisfaction degree measurement to the software is done by mean of *Customer Satisfaction Index* where is the implementation using polling system. The result of *Customer Satisfaction Index* indicate consumer satisfy about software performance although the system is still request quality improvement, menu placement, easier in usage and colouring of system.

Keywords : *Decision Support Systems of marketing product, Paired Comparison Analysis. Customer Satisfaction Index*